

**CITY OF ASHEVILLE, NORTH CAROLINA  
CLASS SPECIFICATION**

**MINORITY BUSINESS COORDINATOR  
FINANCE DEPARTMENT**

**GENERAL STATEMENT OF DUTIES**

Performs specialized administrative and public relations work managing a program to increase awareness and opportunity for minority-owned business enterprises seeking City contracts. Employee reports to the Chief Financial Officer.

**DISTINGUISHING FEATURES OF THE CLASS**

An employee in this class performs administrative work in developing and executing a public relations program designed to increase City contracts with minority-owned businesses. Work involves overseeing development and compliance with plans for attracting contract bids from minority businesses, advising minority business owners of City bidding policies and procedures, and assisting businesses in gaining certification as minority-owned. Employee is also responsible for orienting City officials, boards, commissions, etc., in the goals and objectives of the minority-owned business program, and for serving as a liaison between minority-owned businesses and City officials. Work requires the employee to prepare, maintain, review and analyze a variety of reports and records, and to confer with various City officials and business representatives. Work is performed in accordance with established policies and procedures, however, the employee is expected to use independent judgment in developing approaches to unique projects or situations as appropriate. Work is performed under the general supervision of the Chief Financial Officer, reviewed through conferences and examination of records, and evaluated based on the participation of minority-owned businesses in competitive bidding for City contracts.

**ILLUSTRATIVE EXAMPLES OF WORK**

**ESSENTIAL JOB FUNCTIONS**

Plans, develops, implements, monitors and amends public relations programs to increase awareness of and participation by minority-owned business enterprises in competitive bids for City contracts.

Prepares and makes oral presentations to business, civic and/or other groups comprised of minority populations to advise of City bidding opportunities and policies;

## **MINORITY BUSINESS COORDINATOR**

develops and conducts, or attends, various trade shows and events as appropriate to promote minority-business opportunities with City.

Conducts orientations for prospective bidders at pre-bid conferences sponsored by the City; makes presentations to City boards, commissions, department directors, etc., to advise of the City's minority business plan and associated policies, procedures and requirements.

Serves as a liaison between the City and minority-owned businesses and/or minority residents of City, researching and resolving problems, facilitating communication, etc., as necessary.

Receives and reviews applications for City certification as a minority-owned business enterprise, and approves or denies certification as appropriate; assists and advises business owners as to the policies and procedures for certification, bidding, contracting, etc.

Oversees implementation and compliance with the City's plan for increasing use of minority businesses; reviews contracts and actions of City officials and businesses pertaining to policies and procedures of minority-business plan, and advises City and business representatives of findings and impact on continued eligibility for City contracts.

Visits sites of construction projects or other business activities to monitor participation of minority populations in activities of City-contracted vendors; prepares reports of discrepancies in contracts or agreements and observations, and advises appropriate parties of the steps necessary to resolve discrepancies.

Determines proper minority participation goals for various City projects and measures degree of attainment of established goals; prepares quarterly and annual reports of program activities.

Reviews and analyzes legislation, court decisions and/or public policy directives pertaining to government contracting and minority-owned businesses, and assesses impact on the City's program.

## **ADDITIONAL JOB FUNCTIONS**

Performs related work as required.

## **KNOWLEDGE, SKILLS AND ABILITIES**

Thorough knowledge of the City's competitive bid process.

Considerable knowledge of federal, state and local laws, ordinances and policies pertaining to recruiting and contracting with minority-owned business enterprises.

Considerable knowledge of the City's philosophies, goals and objectives for recruiting minority-owned businesses as vendors.

Considerable knowledge of the methods and techniques for developing and implementing public relations strategies and programs.

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Considerable knowledge of the demographic makeup of the local business community.

General knowledge of modern office practices and procedures.

Ability to plan, develop, implement, monitor and modify a goal-oriented public relations campaign.

Ability to perform research utilizing a variety of informational sources to compile, organize and analyze information, and to present such information in clear and concise reports.

Ability to effectively express ideas orally and in writing.

Ability to make oral presentations before large groups of people.

Ability to exercise tact and courtesy while working in a consulting capacity with professionals and public officials at various levels of authority and influence.

Ability to establish and maintain effective working relationships as necessitated by work assignments.

## **MINIMUM EXPERIENCE AND TRAINING**

Bachelor's degree in business administration, public administration, economics or a related field, and 6 to 9 years of experience in public relations, economic/business development or vocational counseling work, including contract management experience; and/or any equivalent combination of training and experience required to perform the essential position functions.

## **COMPETENCIES**

**Technical Competency:** Ability to use the tools and concepts of the specialty area in which the employee works. Includes using appropriate processes, procedures, resources, and work or professional standards.

**Interpersonal Competency:** Ability to work with people, develop and maintain work relationships, communicate, manage conflict, and perform as an effective team member.

**Intellectual Competency:** Ability to think, learn and process information. Ability to solve problems and gather necessary information. Includes having math and reading skills appropriate to job level.

**Customer Service:** Ability to identify customers, determine the valid needs of a situation, and provide service or service recovery in a manner that satisfies the customer.

## **MINORITY BUSINESS COORDINATOR**

**Organizational and Community Sensitivity:** Ability to take the larger perspective into account, recognize organizational and community priorities and balance actions appropriately.

Exempt  
Salary Grade 20